

**ADMINISTRATIVE PROCEEDING  
BEFORE THE  
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

<b>IN THE MATTER OF:</b>	)	
	)	
<b>PRIM SECURITIES, INC.</b>	)	<b>RULE TO SHOW CAUSE</b>
<b>CRD # 30504,</b>	)	
	)	<b>File Number 14074</b>
<b>RESPONDENT</b>	)	
<hr/>	)	

**WHEREAS**, Respondent Prim Securities, Inc., (“Respondent” or “Prim”) CRD #30504, at all times material herein, was and currently is registered with the State of South Carolina as a broker-dealer pursuant to S.C. Code Ann. § 35-1-406; and

**WHEREAS**, the Financial Industry Regulatory Authority (“FINRA”) is a self-regulatory organization, and, during the relevant time period, Respondent was a member of FINRA; and

**WHEREAS**, on or about July 23, 2013, FINRA, pursuant to FINRA Rule 9553, suspended Prim’s registration for Prim’s failure to pay arbitration fees; and

**WHEREAS**, on or about July 23, 2013, FINRA, pursuant to FINRA Rule 9555, canceled Prim’s registration for Prim’s failure to meet FINRA’s eligibility or qualification standards; and

**WHEREAS**, the Securities Commissioner of the State of South Carolina (“Commissioner”) has jurisdiction over this matter pursuant to S.C. Code Ann. § 35-1-601(a); and

**WHEREAS**, § 35-1-412(b) authorizes the Securities Commissioner to issue an order revoking, suspending, conditioning, or limiting the registration of a registrant if the

Commissioner finds that the order is in the public interest and subsection (d) of § 35-1-412 authorizes the action; and

**WHEREAS**, § 35-1-412(c) authorizes the Securities Commissioner to issue an order censuring, barring, or imposing a civil penalty in an amount not to exceed \$10,000 for each violation, on a registrant, if the Commissioner finds that the order is in the public interest and subsection (d) of § 35-1-412 authorizes the action; and

**WHEREAS**, § 35-1-412(d)(5)(C) of the Securities Act states that a person who:

is the subject of an order, issued after notice and opportunity for hearing [by] the Securities and Exchange Commission or a self-regulatory organization suspending or expelling the registrant from membership in the self-regulatory organization

is subject to discipline pursuant to S.C. Code Ann. §§ 35-1-412(a), (b), and (c); and

**WHEREAS**, FINRA, a self-regulatory organization, suspended and canceled the Respondent's membership in FINRA; and

**WHEREAS**, it is necessary and appropriate, in the public interest, for the protection of investors, and consistent with the purposes fairly intended by the policy and provisions of the Act to revoke the Respondent's registration as a broker-dealer in the State of South Carolina and bar Respondent from the securities and investment advisory business in the State of South Carolina.

**ACCORDINGLY, IT IS HEREBY ORDERED** that Respondent show cause why an order should not be issued against Respondent, revoking Respondent's broker-dealer registration

and barring Respondent from the securities and investment advisory business in the State of South Carolina; and

**IT IS FURTHER ORDERED** that Respondent's failure to file a written answer, including any request for a hearing, within thirty (30) days from the date of service of this Rule to Show Cause, shall be deemed a waiver by Respondent of the right to a hearing and result in the entry of a Final Order revoking Respondent's broker-dealer registration in the State of South Carolina and barring Respondent from the securities and investment advisory business in the State of South Carolina.

Entered, this the 28<sup>th</sup> day of August, 2014

SOUTH CAROLINA  
SECURITIES DIVISION

By: Tracy Meyers  
TRACY MEYERS  
Assistant Deputy Attorney General  
Securities Division  
Post Office Box 11549  
Columbia, South Carolina 29211  
(803) 734-4731

STATE OF SOUTH CAROLINA  
OFFICE OF THE ATTORNEY GENERAL  
SECURITIES DIVISION

CERTIFICATE OF SERVICE AND  
AFFIDAVIT OF COMPLIANCE  
File Number 14074

I hereby certify that I served upon the individual/entity listed below a copy of the document indicated below and dated August 28, 2014, by serving a copy of said document upon the Securities Commissioner of the State of South Carolina and by placing a copy of said document in the United States mail, certified mail, return receipt requested, first class postage prepaid and addressed to:

Prim Securities, Inc.  
6500 Rockside Road  
Suite 370  
Independence, OH 44131

Document(s): Rule to Show Cause

Mailed August 28, 2014 from Columbia, South Carolina.

I further hereby certify, swear and affirm that, service of the above-listed entity is in compliance with Section 35-1-611, Code of Laws of South Carolina.

By: Thresechia P. Navarro  
Thresechia P. Navarro  
South Carolina Attorney General's Office  
Securities Division  
Post Office Box 11549  
Columbia, SC 29211-1549  
(803) 734-4731

Subscribed and sworn to before me on  
this 28<sup>th</sup> day of August, 2014.

Laura Sloth Carl  
Notary Public for South Carolina

My commission expires: 2-10-18

